

INSIDE THIS WEEK

National page 3

Unemployment rate high for

African Americans

Opinion page 4

\$312 million response to

urban education

ARTZ page 8

Kevin Powell keeps it real

NEWS BRIEFS

NAACP IMAGE AWARDS
WILL HONOR POSITIVE
ENTERTAINMENT

LOS ANGELES, CA—Gregory Hines and Vanessa L. Williams will host the 29th NAACP Image Awards on Valentine's Day in Pasadena, CA. The awards program will include presentations of seven awards, including Entertainer of the Year and the Hall of Fame Awards. The awards honor positive portrayals in film, television, music and literature. The first NAACP Image Award honored William Davis, Jr. for his tireless work to obtain fair employment for African American entertainers in Hollywood.

GOVERNOR SIGNS BILL TO
INCREASE SPEED LIMIT TO
65 MPH

TRENTON—Governor Christie Whitman signed legislation increasing the speed limit to 65 miles per hour on approximately 400 miles of eligible highways. The first 18-month study period. The Department of Transportation will submit a report to the Legislature with recommendations for improvement in the law within three months of the end of the study period. The recommendations will take effect unless disapproved by the Legislature within 60 days.

The bill signed by the governor also doubles the monetary fine for aggressive driving offenses and speeding 10 miles per hour over the speed limit in a 65 miles per hour zone and speeding 20 miles per hour over the speed limit in any other speed zone.

SMITH APPOINTED DEPUTY
SPEAKER OF STATE
ASSEMBLY

TRENTON—Assemblyman Tom Smith was appointed Deputy Speaker of the Assembly by Assembly Speaker Jack Collins. As Deputy Speaker, Smith takes on his third Assembly leadership role. He has formerly held the position of Majority Whip and Assistant Majority Whip. The Assembly will face many legislative challenges in the coming session, and I plan to work closely with my colleagues in leadership to meet the needs of New Jersey," he said. "Having served on several and commissions during my years in the Legislature, I believe I will bring a diversified and experienced view to the Assembly leadership."

POLICE DEPARTMENT
GETS AFRICAN-AMERICAN
WOMEN CAPTAIN

NEWARK—Sixteen years after she took the police officers exam to "basically prove a point" Barbara George became Newark's first African-American female police captain.

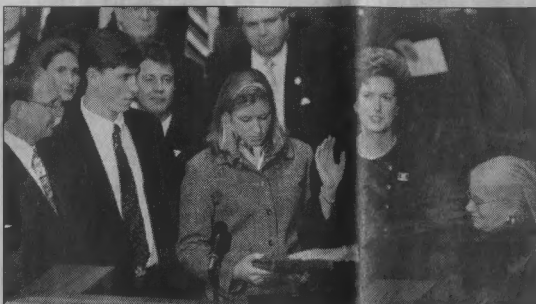
George was one of seven lieutenant nominees to be promoted to a recent ceremony in Newark's City Hall. Also during the ceremony, Police Director Joseph P. Sweeney announced a "new structure" for the department, and both he and Mayor Sharpe James tied this restructuring to the city's efforts to keep down crime.

RESIDENTS WILL RECEIVE
WELCOME PROPERTY TAX
CUTS

IRVINGTON—Mayor Sara Bost recently announced that property tax bills will be reduced and there will be a month-long tax amnesty to give homeowners a chance to clear up delinquent bills.

The reductions will show up in bills due February 1 and in May, and the reduction will average \$340 per quarter on a house valued at \$24,000. The reduction was possible because the township recently overcame a \$17 million deficit. Informing citizens that the program is open to everyone, Mayor Bost said, "Both the tax stabilization and the tax amnesty are part of my policy to ensure the fiscal health of Irvington."

Cities first in Whitman's second term



Governor Christie Whitman takes the oath of office to begin her second term as Governor of New Jersey at her inauguration ceremony at the New Jersey Performing Arts Center in Newark. With the governor are husband John Whitman, son Taylor, daughter Kate and Chief Justice Debrah Poritz.

g.r. mattox

While Governor Whitman's State of the State address did not give New Jersey's cities much to cheer about,

even her strongest political enemies congratulate her for what she had to say in her inaugural address.

Governor Whitman came to Newark to celebrate her inaugural

Against the backdrop of the New Jersey Performing Arts Center in the State's largest city, she outlined the plans she has for her final administration.

With the ultimate goal to make this

State more liveable, many of those plans concerned the state of the cities, and her plans for revitalization and renewal. She called for an aggressive strike against urban blight and suburban sprawl. She will provide additional financial assistance to community colleges, and plans to win "the open space race."

Noting that "it's hard to rebuild a neighborhood with these eyesores standing in the way," she will address blight with an allocation of \$400 million in State financing. This money will enable cities to purchase and redevelop boarded up buildings. "Urban Mayors, I give you my word: Together, we can pull down those boards," she said.

She also plans to expand support of religious organizations that are involved in building housing and business, developing job training programs and offering day care for working parents. Commencing \$5 million to this project, she is confident that the funds will grow with the help of business partners. Citing an example, she said, "Three years ago we started a Community Development Bank for our cities with \$2 million. Now that bank has some \$30 million in public and private funds available."

Whitman believes these plans will develop strong cities of which New Jersey citizens can be proud. These develop-

ments will also combat suburban sprawl to further facilitate this. New Jersey has a blueprint for redeveloping cities and containing sprawl called the State Plan. "Too many towns bend over backwards to pursue development, hoping it will help balance their budgets. In the process, they strain not only their backs but also the services needed to support this development," she said.

"The result is a double whammy: less open space and higher property taxes." The State Plan will be used as a fundamental guide in granting permit to developers and funding construction development projects.

The governor also announced in her speech she is making a long-term commitment to our community colleges by fully funding the \$12 million increase requested by these institutions. In turn, the community colleges will institute a tuition freeze for the coming year.

Finally, with a concern towards the environment, she wants to preserve 300,000 acres of open space with the ultimate goal of preserving one million acres. Whitman also said that in the next 60 days she will announce a transportation plan that will improve safety on our local roads and increase bus and train lines. She will also commit \$15 million to improve bike and pedestrian paths.

Whitman receives
thumbs up for her plans

g.r. mattox

A group of businessmen and elected officials are looking forward to the Governor putting the plans unveiled in her inaugural address into practice.

Newark Mayor Sharpe James praised her courage and vision. "I think she was a very courageous governor to stand in a city that did not support her, and in front of a predominantly Republican audience, to talk about connecting with all areas of the state," he said. "The gesture was above politics and shows her vision for a better New Jersey for all citizens. She didn't have to do what she did, or say what she said, and for that I applaud her."

The Mayor of East Orange was more cautious, but said the speech was "a good first step." Noting that the city has close to 350 houses that are boarded up, Bob Bowser looks forward to her initiative to rehabilitate such structures and get them back on the tax rolls. He is also interested in what will actually be done with the \$600 million targeted for the cities. "Until we see how these initiatives develop, I'll reserve my comment," he said.

Two State assemblymen were also positive about what Whitman had to say in this speech. Tom Smith, Assemblyman of the 11th District and recently appointed Deputy Speaker of the State Assembly is looking forward to the

changes that will be made in the cities. "I am very pleased with the money that's going into urban centers because there are in bad shape and need all the money they can get," he said. Noting that there may finally be a resolution to the blight problem, Smith said, "There are a great number of abandoned buildings that have to be torn down and a great number of delinquencies that must be resolved."

The Assemblyman of the 35th District also praised the Governor's vision. Alfred Steele is committed to working with Whitman "100 percent." "I am impressed with her substance and direction," he said. "But I am also interested in the performance, because people are asking, 'Where is the money?'"

Greg Williams of the Mercer County Black Business Association (MCBBA) is "overly optimistic" about the plans in Whitman's speech, and can speak from personal experience in business. "I have had the opportunity to benefit from others who are in the Governor has instituted," he said. "As president of the MCBBA, I have been given a say to enhance business opportunities in the Mercer County area."

Hamilton Bowser, president of the Envancon Construction Company in East Orange, sees potential in the plans, but says that it is important to see how these funds will be applied. "We as an African-American community should insist that guidelines include input from the community," he said. "The people who live in these urban areas must have a say in the development made possible by the State funding."



Sharpe James



Bob Bowser



Tom Smith

Mentoring program shepherds
girls into womanhood

Village Daughters receive the designation of woman as their mentors place geese on their heads.

By g.r. mattox

The Cathedral-Second Baptist Church in Perth Amboy recently held a "Coming Forth" ceremony and celebration for its Naïth Mentoring Program. A total of eight young women completed the program and participated in the event.

"The word 'Naïth' is of Arabic origin and means 'one who succeeds' in the work of God," said Phyllis Thompson Hillard. "The program, or ministry, if you will, is used as a vehicle to teach female adolescents certain basic skills that would prepare them for life."

The coming forth ceremony began by the playing of African drums followed by the performance of a welcoming dance. The ceremony itself included the participation of the graduates, their mentors and her mother. A headwrap, or gele, was placed on the graduate's head as a sign of having

crossed over from childhood to womanhood.

The guest speaker was Sister Helen Wade, of Washington, D.C., who directs a mentoring program in that area. She spoke of the necessity of having a mentor and conducting your life in such a way as to become a mentor.

Officially established in 1995, the program's mission statement "has its foundation in the words of God" and cites several books of the Bible as its basis. It is open to female church members from 11 to 19.

The two-year program is currently comprised of four "villages," or classes, of up to five girls. Inside the village there is instruction and guidance in seven areas of discipline: Community, Creativity, Familyhood, Finances, Sexuality, Spirituality and Time Management. A mentor is assigned to each discipline.

Mentors periodically contact their

"village daughters," either by phone, mail, group gatherings or one-on-one.

Village daughters are given assignments, and upon completion of these assignments, they earn five points toward their required 200-point total needed to graduate.

Special presentations and outings are a major component of the program. For example, the Sexuality mentors held a group gathering that included a viewing of their prodigies. After a catered lunch and film presentation, a Christian gynecologist facilitated a workshop. The Community mentors have taken the girls to a "Habitat for Humanity" project in Newark, on two occasions.

This program was meant to serve as a transition to the real world, primarily mothers—in guiding their daughters through puberty and adolescence, because this is a very turbulent rebellious and experimental period in a young girl's life," Hillard said.

FCC Chairman Kennard stresses
Importance of computers in the classroom

NEWARK—FCC Chairman William E. Kennard told Newark elementary school children during a recent visit. The computers that you have in your school now, and the connection you have to the Internet, are the building blocks of your future success. They are also the way our country's telecommunications system can bring us together as a nation—building communities to keep America connected.

He told fourth and fifth graders at Newark's 13th Avenue Elementary School, "I don't have a crystal ball, but I know this—things are changing quickly. Many of the jobs that will be available to you when you graduate from school haven't been invented yet. But those jobs are going to require you to have the kind of familiarity with computers and the Internet that you are getting there." He added, "You are

lucky. Many schools in this country don't even have one classroom with Internet access. As head of the Federal Communications Commission, I am working hard to ensure that every school child in this country has the same opportunities you do and that we bring modern communications technology to every classroom."

The 13th Avenue Elementary School is wired for Internet access. At Chairman Kennard's school, that underscored his commitment to ensuring that the children of America, rich and poor, rural and urban, are prepared for the jobs of the Information Age. He noted that "within two years, 60 percent of the jobs available will require information technology skills. High tech jobs pay on average 73 percent more in wages than non-high tech jobs. The three fastest growing occupations in America—which are also

high-paying—are computer related—computer scientists, computer engineers, and systems analysts."

Commenting on his visit, Chairman Kennard said, "There already is a troubling gap in our country between information haves and have-nots. Only 14 percent of classrooms are connected to the Internet—in lower income areas, only seven percent. Although 75 percent of suburban schools have Internet access, only one place in the schools, only 61 percent of rural schools and 53 percent of schools in low income areas do. Sixty-seven percent of urban and suburban libraries offer Internet access, whereas only 49 percent of rural libraries do."

Chairman Kennard said that he is committed to doing everything he can to equip school children with the skills they will need to compete in the Information Age economy.

Community Calendar

WEDNESDAY, JANUARY 28

JERSEY CITY—A slide lecture and discussion with Robert Birmelin will be held at 5 p.m. at The Gothic Lounge, Hudson Hall, Room 202. For more info, call 201-547-4380.

NEWARK—You are invited to join the Volunteers of Greater Essex County's annual Board of Directors meeting from 8 a.m. to 10 a.m. at PSEG, room 206-207. For more info, call 201-676-8999.

NEW BRUNSWICK—TV journalist, Marietta Walters will share her unique life and experience, part of a lecture series, 7:30 p.m. at New Brunswick State Theatre. For more info, call 609-397-1955.

HEMPSTEAD—Hofstra Museum presents "Made in Hempstead: African American Quilting Traditions" through March 17, at the Ricketts and Irwin A. Lowmeyer Gallery, 10th fl., Joan and Donald E. Astin Library, South Campus from 10 a.m. to 5 p.m. For more info, call 516-463-5672.

JERSEY CITY—Karen DeAngelis, director of the Jersey City State College Women's Center, will speak on "How to Finance Your College or Graduate Education," from 1:30 to 3:00 p.m. For more info, call 201-200-3189.

THURSDAY, JANUARY 29

NEWARK—The 9th Annual Board of Directors' Meeting will be held from 8 a.m. to 10 a.m. at PSEG, room 206-207. For more info, call 676-8999.

JACKSON—The 22nd annual Mrs. NJ America Pageant is searching for contestants. No performing talent required. For requirements and to receive your official contestant application, call 732-928-9050.

FRIDAY, JANUARY 30

PLAINFIELD—Act IV Theater will present the 2nd annual Fabulous Follies at 8 p.m. at the parish hall theater of The First Unitarian Society of Plainfield. For more info, call 908-302-4987.

EAST ORANGE—The Second Annual Auction for the T.L.C. Day Care Center will be held at 6:30 p.m. at the Mansion of The Black United Fund of NJ. For more info, call 973-472-2292.

MORRISTOWN—"Kumata," an exhibit of oils, mixed media, watercolors, photography and sculpture showcasing the work of internationally and nationally renowned African-American artists is on display through March 27th from 8:30 a.m. to 5 p.m. at the Altman Gallery. For more info, call 201-285-6040.

WAYNE—Humorist Dave Barry to spin his view on politics at William Paterson's distinguished lecturer series which

begins at 8 p.m. in Shea Center. For more info, call 973-720-2971.

FRIDAY, JANUARY 31

NEW BRUNSWICK—American Repertory Ballet debuts as Principal Affiliate of the NJ Performing Arts Center during a week-end engagement. For more info, call 732-249-1254.

METUCHEN—A Kid's Forum at Forum Theatre will present "School House Rock Live!" at 11 a.m. For more info, call 732-548-0582.

CRANFORD—Union County College is offering "Sports Spectacular," featuring "basketball" from 8:30 to 9:30 a.m. on Saturdays through February 28th. For more info, call 908-709-7600.

TRENTON—Exhibition of Sculpture, "Terry Adkins: Opaque Mirrors," at NJ State Museum through March 22. For more info, call 609-692-6424.

PLAINFIELD—Area Girl Scouts will be selling cookies in 24 towns through Feb. 28. This year's theme is "Team Up & Win." For more info, call 908-232-3235, ext. 213.

SUNDAY, FEBRUARY 1

NEWARK—NJ Symphony Orchestra Principal Guest Conductor, Lawrence L. Smith, will lead the orchestra with special guest pianist Amanda Von Goetz at 2 p.m. For more info, call 201-624-3713.

NEW YORK—You are cordially invited to celebrate the publication of "Amazing Grace, A Life of Beauford Delaney" from 6 to 8 p.m. at Michael Rosenfield Gallery. For more info, call 212-725-6108.

CALDWELL—Caldwell College will host an Open House for high school students and their parents at 1 p.m. in the Alumni Theatre. For more info, call 973-228-4424, ext. 500.

FRIDAY, FEBRUARY 6

NEWARK—The renowned Canadian puppet theater troupe, Theatre Sans Fil, returns to the NJ Performing Arts Center to present "The Crown of Destiny," a magical, theatrical adventure that explores Celtic myth and legend. For more info, call 973-297-6834.

SATURDAY, FEBRUARY 7

PLAINFIELD—A tutor training match workshop will be held at Plainfield Public Library. For more info, call 908-755-7998.

JERSEY CITY—Jersey City State College offers a six-week preparation course for the Graduate Record Examination through its Saturday Semester Program this spring. The course will meet from 9 a.m. to 11:30 a.m. through March 7th. For more info, call 201-200-3069.

Three win scholarships



NEWARK—Essex County Executive James W. Treffinger, third from left, presented three individual scholarship awards to the three students who won an Essay Contest sponsored by the County Executive in honor of Hispanic Heritage Month. Over 60 students responded to the essay contest which posed the question, "How has Hispanic Heritage month impacted on your identity as an Hispanic in America and how has this affected your future goals?" The scholarship recipients are, in photo from left to right: Miroslava Tixi, Tamika Sybonas Pedros-Peters, Essex County Executive James W. Treffinger, and Diosmedis Herrera.

Pediatric lecture at Jersey City State

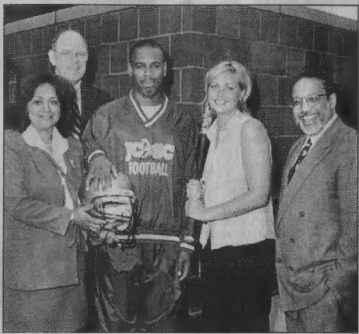


JERSEY CITY—Dr. Beverly R. Fischer, at right, a pediatric neurologist who is a member of the consultation staff at Jersey City Medical Center and a consultant to Bayonne and John F. Kennedy Hospitals, was a guest lecturer at a Jersey City State College class for scholarship students enrolled in the JCSC master's degree program in early childhood special education. Dr. Fischer and "Baby Price" demonstrated pediatric diagnosis for, from left, Dr. Jo Anne Junker, a JCSC associate professor of administration, curriculum and instruction who teaches the class, and JCSC graduate students Evelyn Santiago, a pre-school teacher in her hometown of Jersey City, and Michele George-Coats, a kindergarten teacher in her hometown of Newark.



Plainfield resident on PBS special

PLAINFIELD—Bondy Rodriguez, at left, of Plainfield will recently appear on Causus Up Close: The New Latinos. Hosted by Emmy Award-winning anchor Steve Aduabito, Rodriguez joined other members of the Latino community on the two-part special to talk about their unique cultures, battles with prejudice and their ongoing struggle for political power. Causus Up Close features in-depth interviews with some of New Jersey's most compelling and influential citizens.



Honoring student athletes

JERSEY CITY—Senior Sharyn Hunchak, second from right, of East Hanover and junior Quincy Baker, third from left, of Burlington were among the Jersey City State College student athletes recently honored at the JCSC Intercollegiate Athletic Council's thirteenth annual campus reception. Hunchak, a first and second base player on the College's softball team, and Baker, a safety on JCSC's football team, were congratulated by, from the left, Dr. Alene Graham of Jersey City, JCSC vice-president for student support services; John Moore of Teaneck, chair of the JCSC Board of Trustees; and Dr. Carlos Hernandez of Jersey City, president of the College.

THIRD ANNUAL CITY NEWS



Recognizing the 100 Most Influential who have fostered the progress of black people or the rebuilding of New Jersey's urban centers

In nominating a person(s) for the award, you must identify yourself and give a phone number where you can be reached. The Third Annual 100 Most Influential award will be held the first week in May.

Nomination Form

All information is confidential. The deadline is January 29, 1998

Nominee's name _____

Address _____

Home Phone _____

Bus. Phone _____

Fax _____

Briefly describe why you feel your nominee has contributed significantly to the progress of black people in New Jersey or to the rebuilding of New Jersey's urban centers.

Your name _____ Phone _____ Fax _____
 Address _____ City _____ State _____ Zip _____
 How do you know this person _____
 Send to: City News 100, PO Box 191, Plainfield, NJ 07060 or fax to (908) 753-1036

Nominee Categories-- Please check one category:

- | | |
|--|---|
| <input type="checkbox"/> Civil Rights _____ | <input type="checkbox"/> Media Journalism _____ |
| <input type="checkbox"/> Community Development _____ | <input type="checkbox"/> Arts & Culture _____ |
| <input type="checkbox"/> Corporate Community Involvement _____ | <input type="checkbox"/> Religion _____ |
| <input type="checkbox"/> Economic Development _____ | <input type="checkbox"/> Health, Science & Technology _____ |
| <input type="checkbox"/> Education _____ | <input type="checkbox"/> Entertainment & Sports _____ |
| <input type="checkbox"/> Minority Business Enterprise _____ | <input type="checkbox"/> Politics, Law & Government _____ |

Who are New Jersey's 100 Most Influential?

- Individuals who contribute significantly to the progress of black people in the state of New Jersey
- Individuals who use their success to uplift the black communities of New Jersey
- Individuals who use their positions to promote good corporate citizenship
- Individuals who selflessly do extraordinary community service
- Individuals who not only understand the critical importance of rebuilding New Jersey's urban communities, but also commit significant time and resources to urban revitalization

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The Third Annual

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100 Most Influential

May 1998

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Affirming my love for black people

*Rev. Maurice Dawkins Is
Chairman Of The National Coalition
For Fairness In Africa Policy.*

BUSINESS CALENDAR

WEDNESDAY, JANUARY 28

NEW BRUNSWICK—The Eleventh Annual Journalism Award for Outstanding Business and Financial Reporting of NJ Issues. Newspapers and magazines in NJ are qualified and encouraged to enter for more information, call 908-932-8567. Deadlines for submissions is Feb. 25th.

SOMERSET—One-day business management workshop, "Small Business Ownership" will be held at Summit Bank from 7 to 9:30 p.m. For more info, call 908-218-8871.

THURSDAY, JANUARY 29

NEWARK—Minority Business Journal presents a business builder seminar from 6:30 p.m. to 8:30 p.m. at Newark Airport Marriott. For more info, call 908-754-3400.

FRIDAY, JANUARY 30

WILMINGTON—A general meeting seminar, "Fundamentals of Electronic Commerce" will be held from 1 to 4 p.m. at Heliport Park. For more info, call 215-893-9977.

TUESDAY, FEBRUARY 3

NORTH BRUNSWICK—Learn the details of accounting needs for the small business at a one-day workshop at the Institute for Business & Professional Development from 7 to 9:30 p.m. For more info, call 908-218-8871.

BEDMINSTER—You're invited to attend a monthly networking social from 7:00 p.m. to 7:30 p.m. at the Bedminster Inn. For more info, call 908-725-1552.

ORLANDO—The New Management Conference on business-based virtual communities. For a full conference brochure, call 1-800-245-6466.

WEDNESDAY, FEBRUARY 4

NEW BRUNSWICK—The NJ State Bar Foundation presents a free public seminar on bankruptcy law from 7 to 9 p.m. at the North-Center. For more info, call 1-800-FREE-LAW.

Business-to-business marketing:

The new frontier for minority business

By Eric R. Elmore

It is estimated that more than three million minority businesses are operating in the United States. Furthermore, new minority-owned businesses are opening at a rate of over 7,000 a month. For minorities in general, these numbers are encouraging, but for minority business owners, these numbers represent increased competition in the marketplace.

For the first time in our nation's history, minority-owned businesses are competing against each other and with businesses for the dollars and loyalties of consumers and other businesses. While consumer dollars are the backbone of the American economy, businesses are beginning to recognize the growing benefits of business-to-business relationships. These relationships generally yield higher average sales and tend to be on contract basis. For example, a consumer will buy a six-pack of cola with no obligation to buy another. On the other hand, a restaurant chain will buy 2,000 six-packs for their 15 locations, and may be contracted to do so on a monthly basis for a full year.

Identifying the types of businesses that will most likely need your products or services is the first step in planning your business-to-business marketing campaign. For some businesses, a good place to start is your own customer base. Look closely at any corporate accounts you may have. Then you'll want to take all the key characteristics of the most lucrative corporate accounts and find prospects who fit those same characteristics. This is called modeling and it is used by the most sophisticated business-to-business marketers. Let's say your top corporate account is a printing firm in the New York City area with 22 employees and \$1,000,000 in annual sales. Using the modeling technique, you would find other printing firms with those character-

istics and assume they will have similar needs and buying habits.

Some companies are strictly consumer-based—or at least they think they are. These companies that used to market only to consumers are beginning to put creative pitches together to sell to businesses.

Perhaps you are unsure if your service can benefit the business community. Here's what you should do. Make a mental log of the next five businesses you visit. Look specifically for the use of your service, or look for an application where it could be used. If you see the same service you provide in use that means someone is selling it to that business, and probably other businesses too. If you see where your service can be used, prepare a proposal demonstrating how your service can benefit the project's business. Be specific. Use industry numbers and information to quantify your conclusions and direct your

solution to the business you are prospecting—not everyone in higher industry.

Use the Internet, business publications, and the local library to collect information for your proposal and to become more savvy about marketing to businesses.

D&B can help you identify business prospects anywhere in the world. If you are unsure of how to enter the business-to-business marketing arena, we can help by giving you free consultation. After your free consultation, we can leverage the power of the world's largest business information database—6 million businesses—to customize a list of prospects that are likely to need your services. Our consultants can also help you determine what type of marketing campaign is best for your resources. Call us today at 1-800-624-5669 ext. 1200 and we'll send you the acclaimed guide *How To Target The Right Markets With Direct Mail*, absolutely free.

Black purchasing power in the United States jumped 47 percent between 1990 and 1996 to \$447 billion, according to "The African-American Market," a report by the New York City-based research firm, Packaged Facts. This represents a faster growth rate than both the nation's purchasing power as a whole and the Consumer Price Index.

All the more important: Blacks are trendsetters. Marketers are increasingly recognizing not only the growing importance of the African-American market itself, but also its importance as a means of speaking to other markets. Young blacks, in particular, are trendsetters in many areas of pop culture—from fashion to music to movies.

The report asserts that the first rule of marketing to African-Americans is understanding the need to market directly to African-Americans. To that end, if blacks do not see themselves pictured—in storefronts, in staffing, in management—they will not feel that marketing efforts are geared toward them. Other key values that motivate black purchasing decisions include family, church and God, pride in cultural heritage, respect, and the will to succeed. Blacks, in particular, are more TV, listen to more radio, and consume more print media than whites. What is more, they tend to tune into different programs. According to the report, blacks and whites shared only one show in their respective top 20 prime-time TV list in 1996: ABC's "Monday Night Football."

Landmark tax law changes encourage retirement saving

WILMINGTON, DE.—Americans are getting serious about saving this year and plan to put away more to fund their retirement. According to a survey on the effects of the Taxpayer Relief Act of 1997 on consumer opinions and behavior. The findings were announced recently at a news conference with Senator William V. Roth, Jr. (R-DE).

More than half of Americans polled in the survey said they would fund and Individual Retirement Account, or IRA, in 1998 now that the Taxpayer Relief Act has made changes to this retirement savings option. Fewer than half are currently saving for retirement.

"I think we're going to see a tremendous increase in family savings this year because of the Taxpayer Relief Act. The deductible IRA create greater opportunities for people to save," said Senator Roth.

"This is great news for American families and it has the potential to increase our nation's personal savings rate which can be a major step forward for our overall economic growth."

The large majority of Americans surveyed support the changes in the Taxpayer Relief Act. Moreover, 28 percent of respondents said that a survey of Congress has improved as a result of the enactment of this legislation. While 69 percent of those surveyed believe that, overall, the Taxpayer Relief Act will help Americans save for retirement these consumers are somewhat less confident that the Act will help their own household save for retirement. These findings suggest the Taxpayer Relief Act may not have gone far enough. In fact, if the contribution limit to IRAs were increased, 57 percent of respondents who are non-IRA savers say they would be more likely to contribute to an IRA.

According to the survey, while a large majority of survey participants say they are saving for retirement, only 29 percent of those surveyed feel "very confident" they will have enough money saved at retirement to provide the kind of lifestyle they plan to have throughout retirement.

NMBC donates computers to U.S. and Jamaican organizations

NEW YORK—The National Minority Business Council (NMBC), a business membership organization based in New York, through its Little Asset Program, donated some 40 computers and several pieces of office furniture to several churches, schools and other non-profit organizations in the United States and Jamaica.

The program was conceived in the mid-1980s by then manager of the organization's International Trade

Division. Its purpose is to have idle machinery, office equipment and technology transferred from the major U.S. corporations to developing countries and struggling organizations in the U.S. to help in increasing productivity. The NMBC acts as the conduit of this transfer, and because of its non-profit status, the donating corporations would receive tax benefits for their contributions.

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Books

Best-selling author offers best business opportunities

NEW YORK—From George Fraser, pioneering author of the national best-seller *Success Runs in Our Race*, a groundbreaking guide to personal and professional success for African-Americans, comes the highly anticipated follow up, *Race For Success: The Ten Best Business Opportunities for Black Americans* (published by William Morrow).

Dynamic, charismatic, and unrelentingly upbeat even in the face of daunting odds, Fraser is currently in great demand as a motivational speaker, delivering over 200 lectures annually for students and executives nationwide.

Fraser's new book *Race For Success* is both a warning and a stimulus for Black people in America, as Blacks enter their final moral assignment: creating wealth for Black people worldwide.

Race For Success, Fraser provides a blueprint for harnessing

untapped potential and for creating unlimited wealth, identifying and detailing the ten best business opportunities available for Black Americans on the cusp of the twenty-first century: education, finance and banking, small businesses, technology, publishing, urban redevelopment, entertainment, sports, health care, and global commerce. Fraser also spotlights inspirational success stories in each field, using both well-known figures and previously unheralded heroes to guide the journey and to illustrate the diversity of African American accomplishment.

Race For Success offers readers invaluable guidance on:

- Key building blocks for economic success at home, at work, and in the community
- Strategies for saving and for investing in the future
- Over 200 critical career choices enabling Blacks to do well while

doing good

- Dozens of low-cost business start-up suggestions
- Ending capital for small business growth
- How to network effectively

Informed throughout by Fraser's highly infectious passion and buttressed by a comprehensive resource guide uniting a host of Black talent and organizations, *Race For Success* is a mandatory testament to the limitless potential of African Americans, equally essential for those just starting out or for those changing careers, and a key addition to the motivational canon.

George Fraser is President of SuccessSource Unlimited, and publisher of *SuccessGuide: The African American Guide to Black Resources*.

Survey explores views of working African American women

WASHINGTON, DC—African American working women say that, despite the economic recovery, job security has gotten worse in the last five years, and that it is more difficult to find affordable child care and to save for retirement. These are among the findings of a major new study conducted for the Working Women's Department of the AFL-CIO.

"Part of an unprecedented outreach campaign by the AFL-CIO Working Women's Department, the Ask A Working Woman survey supplemented a popular survey that was returned by 50,000 working women. The survey of 1,000 women, led by Linda, Sozin, Snell, Perry and Associates conducted the survey from July 20 to August 3, 1997.

More than three-quarters of African American working women say they provide "half or more" of their household income, compared to 50 percent of all working women, according to the scientific survey. African American women are also more likely to work full-time. Eighty-five percent of African American women surveyed say they work full-time, compared with 77 percent of all women surveyed.

The scientific survey also found that:

- Almost two-thirds of African American working women (64 percent) are heads of their households, compared with less than half of all working women.
- African American women are more likely than women overall to say that having a job that provides child care is very important to them (58 percent compared with 38 percent).
- African American women list a safe and healthy workplace as their top priority, but they are twice as likely to report that they do not have a safe and healthy workplace (21 percent, compared with 11 percent of all women).
- Nearly every working woman (99

percent) cites equal pay for equal work as important.

- African American women are more likely than women overall to say that in the last five years things have gotten worse in the area of promotions for women.

To address the other issues women raised, the AFL-CIO launched a new Working Women Working Together Network. The Network will work to organize at the local, state and federal levels, press for passage of legislation of concern to women, and promote women's involvement in elections at every level of government.

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The Newark Public Schools is committed to expanding business opportunities for minority/women owned, small/disadvantaged and Newark-based entrepreneurs.

To facilitate the process of establishing business relationships, a workshop *Doing Business With the Newark Public Schools* is scheduled for February 12, 1998, from 8:30 a.m. to 12:30 p.m., at Rafael Hernandez Elementary School, 345 Broadway, Newark, N.J. 07104.

This workshop will provide entrepreneurs with information on District construction/purchasing opportunities and procedures and written information on State of New Jersey pre-qualification, certification, vendor lists and regulatory activities.

Those interested in attending should RSVP, using the form below, to Don Johnson, Affirmative Action Office, Box B, 2 Cedar Street, Newark, N.J. 07102 or fax to (973) 733-6834. Questions should be directed to (973) 733-8764.

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Controlling Your Suggestive Environment

By Michael A. Grant, J.D.

We've all heard the old axiom: "Birds of a feather flock together." But have you ever asked yourself why they do?

Being aware of who we choose to spend our quality time with and knowing these individuals wield powerful influence on our thoughts and actions is something worth pondering. Consciously or subconsciously, we are building lives for ourselves that we will come to believe are heavens or hells. The future is shaped in great measure by the people whom we allow to share our sacred space today.

Think about it. How did your spouse (or significant other) respond the last time you enthusiastically mentioned an idea that could lead you back to school, or to opening a business, or to controlling your weight, or whatever?

The people with whom we associate can make or break us. They can convince us that we don't have the right stuff to live life as we dream that it should be, or they can help create a synergy that convinces us that all manner of things are possible.

If we are constantly hearing words of limitation and defeat from those with whom we choose to associate, our deepest intentions or subconscious unworthiness is being revealed to us. If, on the other hand, the words of our companions are as cheering throngs, we know that our own will to succeed is strong indeed.

It is of paramount importance that we choose positive, encouraging, supportive, dream-sharing friends and associates. How, you might be asking, does one deal with family members with whom one is forced to share space? The answer is simple: If they are negative, energy-draining, nothing-is-ever-right-or-good-enough individuals, you may not want to limit their place in your heart but, for survival's sake, you must limit their space in your head.

Controlling our suggestive environment is our responsibility and ours alone. Our lives are our kingdoms. Just as we would not invite wild, vicious predators into the places where we live, we should stand firm against those who come to drain the life out of our best intentions or efforts.

The flip side of the coin is equally valid. It is imperative that we not allow our ill-tempered moods to cloud out the sunshine of others' enthusiasm for their ideas or dreams. If we cannot encourage their efforts, we can, at least, acknowledge their good intentions. Human beings are social animals. And contrary to the tenets of rugged individualism or to the obsessive preoccupations of a narcissistic "Me Generation," we desperately need each other.

So, since we must depend on each other, why not choose to be and to surround ourselves with positive energy. Doing so will cause us and our companions to soar with expectations for life's limitless possibilities and then we will come to understand why birds of a feather need to flock together.

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Divine discontent

By Juniors Ricardo Stanton

You were born with a purpose and mission. Your personality has been divinely created with all the talents and resources you need to fulfill your unique destiny. This is the essence of the so-called occult sciences of astrology, numerology and palmistry; to assist you in knowing your life mission, your strengths and weaknesses and the lessons you must learn during your pilgrimage on the material plane.

So many of our people are wandering aimlessly through life not knowing who they are or what their purpose is, unsure of the reason they are here. Many are frustrated and agitated and don't know why. Even people who have acquired the trappings of material success and social status are not happy or fulfilled. They are baffled and perplexed as to why this is so. As a result, myriad of self-destructive behaviors are manifesting themselves—addictions, suicides, familial dysfunction and personal breakdowns are rampant.

In America there is a phenomenon called the mid-life crisis which in my opinion is nothing more than a misguided attempt to make sense out of life and confront the dissatisfaction and disorientation many people are experiencing. It's a sort of mid-course adjustment.

BLOOMFIELD—Bloomfield College's Westminster Art Gallery proudly presents "Ordinary Altars," an exhibition by Kaaren Patterson which uses everyday objects to evoke a sense of spirituality. The show runs from January 22 through February 24. The College will host an artist's reception on Sunday, January 25 from 1 to 4 p.m. and the public is invited to attend.

An adjunct faculty member at Bloomfield College and Kean College and an art teacher in the Elizabeth Public School system, Patterson says the inspiration for "Ordinary Altars" came from her graduate work in art history as well as from people in her daily life. "I love listening to people and I'm always thinking about the ways people live and the kinds of things that become altars for them," said Patterson.

The frustration you feel is natural! Your inner self is telling you to get on purpose, get on track. Your inner self is all wise, it contains the Omniscience of God (Remember, the kingdom of God is within you). This divine wisdom and knowledge is attempting to get your attention, guide and redirect you towards the right path.

When you are in a situation that is stifling your creativity and you are not growing, you recognize it whether or not you are willing to admit it to yourself. Denial or the feeling that you have no options is the reason most people remain in restrictive environments. We stay in them because of our fear of the unknown. We are unwilling to venture

beyond our "comfort zone," which is an oxy-moron, if ever there was one. The frustration we feel is Divine Discontent. It is based upon the truth that this situation is not good for us, whether it is a high salaried position, a low paying job, or a toxic relationship.

Is there a solution? Yes. The solution is as old as time itself: Man/woman know thyself! Once you know who you are and the unique talents you possess, you will know what it is you are to do, be and have in this life. Being on purpose and on task towards your life's mission is the only thing that really counts. The discontent and frustration you are experiencing is God's way of telling you to get on track.

Long Branch remembers Dr. King



Kaaren Patterson puts the finishing touches on "Jacob's Ladder," one of the works on display in her "Ordinary Altars" exhibit at Bloomfield College.

"Each life, no matter how illustrious, is attached to the ordinariness of being and to those most basic images and objects of which define life for us—joy, pain, death, love, guilt, or faith. With 'Ordinary Altars' I hope to show how mundane and insignificant objects can telescope a glimpse of the Divine."

For more information on the exhibition and the Westminster Art Gallery, call the Office of Student Affairs at 973-748-9000, ext. 245.

By Avery Grant

The Community Action Board of Greater Long Branch and the Martin Luther King, Jr. Memorial Guild Association of Second Baptist Church held its tribute to Dr. King in The Long Branch Church of God. Pictures above are, from left, Melody Alderman, co-chairperson of the Essay Committee, Bishop Richard W. Worley, Jr., pastor and guest speaker, Naomi Bristol, essay winner and Long Branch Power of Christ Academy student, Hope Bristol, Naomi's mother

and evangelist Gloria James of Power of Christ's Gospel Outreach for Worldwide Evangelism.

Naomi Bristol, A tenth grade student, delivered her essay passionately and powerfully. "A legacy is something that is handed down, and if it is handed down that means then we have to take it up." Continuing in a voice with wisdom that seemed far beyond her age, she said, "We talk about how our system has done so well, forget about the system; be proud of our selves and know that we have to work twice as hard."

Children of color get a Bible of their own



NASHVILLE, TN—With the release of its Children of Color Storybook Bible, Thomas Nelson announces its third Bible specifically for African Americans. Previously published were the Family Heritage Bible, in 1996, and the Holy Bible for Children of Color, in 1993. The Children of Color Storybook Bible highlights 61 favorite Bible stories with richly illustrated characters of African descent such as Zipporah, the Queen of Sheba and others. Readers will enjoy seeing God's first humans Adam and Eve—and the birth of Christ as charac-

ters with their same skin color.

Mel Banks Jr., the creator of this Bible, explains that children need a Bible in which they can see themselves. "Actually seeing characters of their own race will help inspire them to take the Bible seriously," says Banks. "Helping young children to develop their self-esteem is vital. This still racial hot spots all across the country that threaten their view of African Americans. If children know and understand who they are in Christ then the outside influences can be avoided because they have the Word of God in their hearts and minds."

The illustrator of the Bible, artist Victor Hogan, shares a similar concern that young African Americans have a Bible designed for them. "I believe this Bible will instill values in children at an early age. Families need a foundation today to move beyond a lot of the challenges in black communities. If the parents have daily Bible studies with their children, then the children have a much better chance of making a difference with their life. I don't think it's been a priority in families in the last several years. But you can really change their attention now with this Bible. It will make a change—it's the Word of God and the Word changes things. The African characters make it seem more possible for them to live like the Bible says."

Creating Your Future

By Juniors Ricardo Stanton

What you see or create in your mind's eye and what you tend to dwell upon has a way of manifesting itself in your life. Is this magic? No. It is part and parcel of our powers of creativity. Humans are creative beings. We have the power to visualize, to create mental images and formulate plans in the non-material realm of our minds. It is from these plans, images and visions that we forge our future.

What do you want out of life? What do you want to do, be or have? Do you think it will happen automatically just because you want it? What will it take for your dreams and aspirations to become reality? Just

because you think or create an image in your mind doesn't mean it will spontaneously come to pass. Many of our daydreams and fantasies never come true. However the difference between a daydream and a serious objective is the time and energy we are willing to invest in making them come true.

Our daydreams and fantasies are not mental fabrications. We don't think them seriously and we certainly won't take any action to make them real. Goals, aspirations and objective are different. True, they start out as ideas, images or visions, just as fantasies do. What makes them different is that we believe they have the potential to come true. We think they are possible, plausible and even probable. So, we are willing to invest the time

and energy to make them real.

The ideas we put faith and action behind have the potential to come true. If you don't think you are good at something or you don't feel comfortable doing it, your attitude will prevent you from doing it well. A positive self-image, the ability to clearly visualize what we want out of life, boldness and a willingness to act to bring it about, are more important than many other factors such as IQ, socio-economic status or heredity.

Do you have the faith and courage to overcome your fears, doubts and apprehensions to do what it takes to achieve your goals? Think well on these questions because your answers and your willingness to act will determine what you achieve in life.

Ramadan Mubarak

It was during the Holy Islamic month of Ramadan, the year 610 A.D. when the Prophet Muhammad—peace and blessings be upon him—began receiving from the Angel Jibril, the Divine Revelations of the Holy Qur'an. In accordance with what has been prescribed by Prophet Muhammad (pbuh), this month is observed by Muslims throughout the world, with fasting from the beginning of the sighting of the new moon for the month of Ramadan, to the sighting of the new moon for the month of Shawwal. Fasting is always from sunrise to sunset.

Immediately following the last day of Ramadan is Eid-ul-Fitr. This joyous occasion of gathering, eating, drinking, playing, etc., lasts for three days, and is anticipated by Muslims who are anxiously waiting to attend the festive festivities. After attending the Eid prayer, followed by a Khutba, or sermon, the days are filled with celebration within the Muslim communities.

Celebrate Eid-ul-Fitr

On January 31, Eid Promotions in conjunction with various Masjid's welcome you to celebrate Eid-ul-Fitr at Brooklyn Academy of Music, 30 Lafayette Ave., Brooklyn, N.Y. Doors open at 6 p.m. and activities will begin at 7 p.m. until 11 p.m. The guest speaker, Abulhasan Ali Nadwi, will be "Islam and The Gender Issue." There will be Quranic recitation and youth awards. Also featured will be reciting artist, "Imam" (Imam Alah) For more information call 212-715-1833.

Tickets can be purchased for \$12.50 in advance and \$15 at the door. Call BAM Ticket Office 718-634-100 or call your local Masjid for ticket outlet information. As Salaamu Alaihum

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Health Calendar

WEDNESDAY, JANUARY 28

NEW BRUNSWICK—A free seminar will be held on Laser and Cosmetic Surgery at The Skin Laser Center at Robert Wood Johnson University Hospital from 6 to 7:30 p.m. For more info, call 732-416-8145.

NEWARK—An HIV support group meeting, "Changing Lives" will be held every Tuesday and Wednesday at Positive Health Care, Inc. For more info, call 973-596-9567.

THURSDAY, JANUARY 29

NEWARK—Newark Dept. of Health and Human Services presents "Salute to Life: Youth and Families living with HIV/AIDS" at 4 p.m. For more info, call 973-733-6178.

FRIDAY, JANUARY 30

NEWARK—Free health services by the Newark Dept. of Health and Human Services will be held every Monday through Friday. For more info, call 973-733-6300.

SATURDAY, JANUARY 31

TEANECK—Holy Name Hospital offers cardiopulmonary resuscitation (CPR) from 8 a.m. to 3 p.m. in Holy Name Hospital's School of Nursing, Rooms E16 and E15. For more info, call 201-533-7248.

UPPER MONTCLAIR—Montclair State University is offering a series of allied health care programs. A pharmaceutical technician program, Administrative medical services, Medical billing/coding and Ophthalmic Assistant program will be held through May 2nd from 8 a.m. to 1 p.m. For more info, call 1-800-441-8748.

SUNDAY, FEBRUARY 1

TEANECK—Holy Name Hospital's CPR Training Center is offering Infant and Child CPR and First Aid from 8 a.m. to 1 p.m. in the Conference Room. For more info, call 201-533-7248.

Two health care organizations respond to changes with merger

ELIZABETH—Visiting Nurse Service Systems, Inc. (VNSS) headquartered in Rumson, New Jersey, and Visiting Nurse and Health Services, Inc. (VNHS) headquartered in Elizabeth, New Jersey, merged recently. The name for the combined entity will be Visiting Nurse Service Systems, Inc. The organization will continue to provide home care and hospice services in several areas including Central and Southern New Jersey.

The challenges of imminent changes in Medicare, Medicaid, and Managed Care reimbursement prompted both organizations to look into ways of maintaining the high level of care to patients, regardless of patient's ability to pay, and continuing to expand services to benefit the community. Both organizations provided similar services in two different areas of the state. Merging the two organizations was the logical answer to cutting overheads without compromising the quality of our patient and community care.

"Our combined experience in home care is about 200 years. Together, our organizations employ about 2,200 people, who will now be able to deliver excellent care with the support of a stronger organization," said Ruth Odgren, CEO/President of Visiting Nurse and Health Services. "We looked at each other's strengths in terms of clinical quality, programs, support services including computer/communications systems, and decided that a merger would result in improved service to patients. It is apparent that both organizations have the same mission of improving the health status of people in the communities that we serve," said Marianne Cooch, President and CEO of Visiting Nurse and Health Services.

The organizations and their affiliates provide similar services: skilled home care services, rehabilitation services, social work, mental health programs, hospice, counseling, alternative family care, Intergeriatric Day Care, long medical equipment/infusion and pharmacy.



If you are what you eat, why not cut back on fat?

Prostate Cancer can be checked with a check-up

By Larry Lucas

As I write this article, I'm home recovering after successful prostate cancer surgery—and thanking my lucky stars that I caught the disease in time. I want to share my good fortune with you by giving you this load and clear message: If you're a male over 40 be sure to get checked out for prostate cancer. This is particularly important for African American men, who have the highest rate of prostate cancer in the world.

The American Cancer Society recommends that every man over 40 have a rectal examination as part of a regular annual physical. This exam allows the doctor to feel for any abnormality in the prostate, a walnut-sized gland located just below the

bladder. And men 50 and older should have an annual blood test to check for prostate cancer. African American men or those with a family history of prostate cancer should start getting the blood test, known as the PSA or prostate specific antigen test, at age 40.

These quick and painless tests can literally save your life. Nine out of ten men survive prostate cancer if it is diagnosed before it spreads to other areas.

If you are diagnosed with prostate cancer, there are several treatment choices. You and your doctor will decide on a treatment based on your age, the stage of the disease, and the possible side effects of the treatment. It will usually include one or a combination of the following:

- Surgery to remove the prostate and stop the cancer from spreading
- Radiation therapy
- Hormone therapy, or treatment with hormonal medicines. These medicines reduce or block the production of testosterone, thus slowing the spread of cancer cells.

We've made a lot of progress against prostate cancer over the last 30 years. Thanks to increased public awareness, diagnostic tests and new medicines, the survival rate for all stages of prostate cancer has risen from 50 percent to 76 percent. For cancer confined to the prostate itself, the five-year survival rate is 91 percent.

Still, 113 men die of this disease every day, and more than 300,000 new cases were diagnosed last year. Pharmaceutical company researchers are looking hard for a cure or a preventive vaccine. But your best defense against prostate cancer is to catch it early through a physical exam or a diagnostic test.

For a free booklet, "Learning About Your Prostate Can Save Your Life," write to PhRMA, 1100 15th Street NW, Washington, D.C. 20005.

Larry Lucas is Associate Vice President of the Pharmaceutical Research and Manufacturers of America (PhRMA).

Let new windows shed light on winter blues

During winter, many people experience mood changes similar to the symptoms of depression. For some, weight gain, lack of energy, tendency to oversleep and irritability go hand-in-hand with winter's dark and often gloomy weather.

This condition, known as Seasonal Affective Disorder, can be treated with light therapy, which researchers say can brighten moods and give back vitality during the long months of winter. Of the roughly 33 million adults and children who develop SAD each year in the U.S., the majority exhibit relatively mild symptoms that can be treated by simply adding more light to their immediate environments, according to the National Institute of Mental Health.

For mild sufferers, installing a window to open up a dark room or adding a skylight can help combat SAD. Skylights can flood a room with up to five times more light than a traditional wall window, while specialty windows can capture the optimum light for the room's design. Researchers also have found it is not the kind of light that has proven effective in treating SAD but rather the intensity of the light.

The recommended treatments for mild symptoms of SAD consist of daily installation of light with the eyes at levels ranging from 2,500 lux (a measure of brightness) to 10,000 lux. The maximum recommended exposure is 10,000 lux—about the same brightness as a cloudy mid-day in Alaska, according to a national SAD support group.

In other words, just being near a window during daylight while reading or working can improve the way some people feel in the winter. And because the entire retina responds to light therapy it isn't necessary to stare at the light—simply face it so light falls on the retina, the support group says. Light helps regulate brain chemistry by controlling the levels of serotonin and melatonin the brain produces. Inadequate production of these chemicals can lead to depression, the health institute says.

Also, to bring the most light into your rooms, it is advisable to install windows at the home's southern exposure, he says. If your home has overhangs to block out the summer sun, be sure to position wall windows lower to capture the winter sun.

Medicare grants certification or Muhlenberg's Subacute Unit

PLAINFIELD—Muhlenberg Regional Medical Center's Subacute Care Unit is the first in the state to receive certification by the Federal Government's Medicare program earlier this month. Muhlenberg was the state's leader in opening the first hospital-based Subacute Unit since Governor Whitman signed legislation last year allowing hospitals to reallocate certain beds for skilled nursing care. Since then six other hospitals have followed by establishing Subacute Units.

"Subacute care particularly benefits Medicare and other patients who are well enough to be discharged from acute care, but still need a type of daily comprehensive care that a hospital can best provide," explains Beverly Reistman-Bleuman, R.N., assistant vice President who was instrumental in developing the subacute care program at Muhlenberg.

Care on the unit is provided by an interdisciplinary team which may include the patient's physician; Subacute Care Unit medical director; nursing staff; physical, occupational, speech, recreation and respiratory therapists; a social worker; and a registered dietitian. The team's coordinated treatment planning and clinical case management assist each patient in continuing recovery on the road to independence.

Muhlenberg's Subacute Care Unit's home like setting offers 23 private rooms; a community room for family and social interaction; an activities area; separate dining space; and a rehabilitation lawn area. Professional hairdressers and laundry service are also available.

Following their short-term, comprehensive care stay on the Subacute Care Unit, patients may be discharged to home—with the support of home care services as necessary—or to a nursing home, assisted living or other appropriate facility.

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Rahway Resident Honored At American Heart Association Heart & Soul Gala



RAHWAY—Yvonne Wesley, at right, RN, MS, research and program coordinator for the Northern New Jersey Maternal/Child Health Consortium, is pictured with Bertram Scott, president and chief executive officer of Mercy Health Plan and chairman of the American Heart Association Heart & Soul Gala; and Wandra Ashley-Williams, a member of the American Heart Association Multicultural Involvement Committee. Wesley was recognized at the recent Heart & Soul Gala for her outstanding contributions to the community and her commitment to improving public health 1998 marks the 50th anniversary of the American Heart Association's voluntary health organization. Celebrating 50 years of funding research and finding answers. For more information, call 1-800-AHA-USA1.

Ronald McDonald visits pediatric unit



Ronald McDonald visited the Jersey City Medical Center's pediatric unit recently to cheer the children recuperating in the hospital with fun and McDonald's gifts. Pictured receiving a goody bag of toys from Ronald is Brittany Stewart of Jersey City. Ronald's visit to the children at Jersey City Medical Center was made possible thanks to Frank Ricker, manager of the McDonald's franchise on Grand Street in Jersey City.

Reach Out And Read



Former New York Giant Harry Carson reads a story to children waiting for their doctor's appointment at Children's Hospital of New Jersey at Newark Beth Israel Medical Center. Mr. Carson was volunteering as part of the hospital's Reach Out And Read (ROAR) Program, which is designed to improve literacy among children living in the community.

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THURSDAY, JANUARY 28

NEW BRUNSWICK—The State Theatre presents Ballet du Capitole de Toulouse at 8 p.m. For more info, call 732-646-7489.

NEW YORK—The great blues diva, the Sandra Wright Trio will perform at Manny's Car Wash at 9:30 p.m. For more info, call 212-369-1758.

FRIDAY, JANUARY 30

SOMERVILLE—The Coasters, The Drifters and The Platters will perform 8 p.m. at The Theater at Flanigan Valley Community College. For more info, call 908-725-3420.

NEW YORK—Josh Smith and The Frost, the 18 year old blues guitar sensation will perform at Manny's Car Wash at 9:45 p.m., 11:20 p.m. and 1:15 a.m. For more info, call 212-369-7469.

SUNDAY, FEBRUARY 1

NEW YORK—Manny's world famous blues jam hosted by A&M recording artist, Todd Wolfe will perform at Manny's Car Wash starting at 8 p.m. For more info, call 212-369-1758.

NEW YORK—The American Saxophone Quartet will perform at 8:30 p.m. at Wall Recall Hall. For more info, call 212-427-7800.

NEWARK—The NJ Symphony Orchestra will present a program featuring the music of George Gershwin, at 8 p.m., at the State Theater. For more info, call 201-624-3713.

FRIDAY, FEBRUARY 6

NEW YORK—African Festival: Drumming and Dance will be performed at OODAJI will be performed at Symphony Space. For more info, call 212-545-7556.

WOODBRIDGE—The All Seasons Chamber Players will perform a special program of chamber music entitled "All Seasons Greetings" in the historic Barron Arts Center at 8 p.m. For more info, call 732-634-0413.

SATURDAY, FEBRUARY 7

NEW YORK—African Festival: Sounds of Nubia will be performed at 8 p.m. at Symphony Space. For more info, call 212-545-7556.

SUNDAY, FEBRUARY 8

NEWARK—Sounds of Portugal will be performed at The Newark Museum 1:30 p.m. For more info, call 1-800-ALL-EGRO.

NEW YORK—The String Trio of New York, the chamber jazz ensemble brings their blend of jazz classics to the Walter Reade Theater as part of Great Performers at Lincoln Center's "Sunday Mornings at 11" one-hour concert with coffee series. For more info, call 212-633-7700.

SATURDAY, FEBRUARY 12

PRINCETON—Cassandra Wilson, jazz vocalist will perform at the McCarter Theatre Center for the Performing Arts at 8 p.m. For more info, call 609-683-9100, ext.6168.

SUNDAY, FEBRUARY 13

NEWARK—Spirits, gospel, blues, and jazz will be performed at the NJ Performing Arts Center at 7 p.m. For more info, call 973-462-0404.

SATURDAY, FEBRUARY 14

SOMERVILLE—The Dirty Dozen will perform 8 p.m. at The Theater at Flanigan Valley Community College. For more info, call 908-725-3420.

SUNDAY—FEBRUARY 15

MAPLEWOOD—The "Walden Trip," Brahms - Quartet in C Minor for voice and strings will perform at Prospect Presbyterian Church at 3:30 p.m. and 8 p.m. For more info, call 575-762-8496.

FRIDAY, FEBRUARY 20

NEW BRUNSWICK—To Kill a Mockingbird will be performed at Barron Arts Theater Party 8 p.m. at the George Street Playhouse. For more info, call 732-634-0413.

SUNDAY, MARCH 8

NEWARK—A tribute to George Washington will be performed at The Diamond Jubilee will be held 1:30 p.m. at The Newark Museum. For more info, call 1-800-ALL-EGRO.

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Jersey Jazz group performs at Top Brass

NEWARK—A new and emerging jazz group, Charlie Slade and the Jazz Creations, composed of professional musicians and a former singer with the Shirelles, is bringing to the national music scene some of the best of jazz and pop music.



On January 29, from 6:30 p.m. to midnight, the group will be performing at the Robert Frost House, Top Brass in Newark, New Jersey. Slade, an Orange resident who founded the group, has been nicknamed "Mr. Drum" because of his intricate drum styling. He's a veteran musician, and has performed with Sonny Stitt, the Four Cleffs, and Gloria Coleman, to name a few.

Slade's Jazz Creations features Gail Allen of Pastic, New Jersey, the band's vocalist who has performed with the legendary Shirelles singing group, Arthur Prycock and Jimmy McGriff.

Formed less than a year, the group is currently making plans to go into the studio to make a recording on the Airman label which will feature such songs as "I Found My Way Home," "Believe," "Don't Cha Go Away from Me," and "The Life." "In putting together the group, I knew the key was to have people who have played with the best and who can entertain their audiences," Slade said.

Showtime Presents "Blind Faith" In February



Drama Stars Courtney B. Vance, Charles S. Dutton, Lonette McKee and Kadeem Hardison

LOS ANGELES—The relationship between two brothers, one a police captain and the other an attorney, is torn apart when the captain's son is accused of murder in the Showtime Original Picture *Blind Faith*. Premiering exclusively on Showtime on February 1 at 8 p.m. (ET/PT) as part of the network's celebration of Black History Month, *Blind Faith* stars Courtney B. Vance, Charles S. Dutton, Lonette McKee and Kadeem Hardison and is directed by Ernest Dickerson from a script by Frank Miller. The executive producers are Mace Neufeld and Robert Reine.

It is the 1950s in the Bronx and John Williams (Vance) is a criminal defense attorney who has always

looked up to his older brother Charles (Dutton), a police officer. Charles has worked hard his entire life, but his path has always been the accepted course as laid out by the white establishment. Younger brother Eddie (Hardison) is the antithesis of Charles in every way. He is a jazz musician whose passion and desire to succeed with the rumblings of the budding civil rights movement.

One night Charlie Jr. (Garland Whitt), the son of Charles and Eddie's wife (Lonette McKee), is arrested for murdering a white boy. John takes on the task of defending his nephew, but it quickly becomes apparent that Charlie Jr. is not telling him the truth. The investigation and trial lead John to a conspiracy that cuts deeper than the local police department and forces John to reassess his own belief of what it means to be a black man in America.

'DEEP RISING' features Djimon Hounsou



Djimon Hounsou recently played the character "Cinque" in the movie "Amistad."

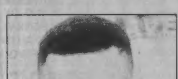
LOS ANGELES—Hollywood Pictures' newest action thriller "Deep Rising" opens at theaters nationwide on January 30.

From the bottomless depths of the South China Sea, gruesome creatures surface to attack and cannibalize the passengers on a luxury cruise liner.

With swift and deadly precision, these voracious serpents swarm through every deck and passageway, devouring all living things in sight, and transforming the vessel into a floating chamber of horrors. For the few terrified survivors remaining on board who are able to elude the bone-crushing forces, a living nightmare awaits them at every turn. Trapped in the middle of nowhere and stalked by the relentless invaders that have entwined themselves throughout the entire ship, time is running out for the last of the human prey, including Finnegan (Treat Williams), jewel thief Trillian (Farne Jansen), the Captain (Derrick O'Connor), the ship's owner, Canton (Anthony Heald), and Pantucci (Kevin O'Connor). As the doomed ship slowly sinks into the murky waters, Finnegan and his crew hurry to pursue their one chance to escape the blood-thirsty maniacs.

Other players in this movie include Djimon Hounsou and Clifton Powell. Hounsou, who plays Vin, most recently received wide acclaim starring as Cinque, the leader of the Africans' rebellion against their captors in Steven Spielberg's "Amistad." The character Mason is played by Clifton Powell. Powell starred as "Curly" in the critically acclaimed Hughes Brothers feature "Dead Presidents." Other feature film credits include "Menace II Society," "House Party," and "Three Ninjas."

Kevin Powell is keepin' it real



Kevin Powell

By Lynne D. Johnson

Kevin Powell, best known for his short-lived role on MTV's first year of *The Real World* (1992), grew up in Jersey City. After graduating from Henry Snyder High School, Kevin attended Rutgers University, where he studied Political Science and English and became a prominent student leader.

Kevin didn't become an author immediately. Nor was MTV knocking on his dorm door door at Rutgers. Kevin was a social worker in Newark, NJ, an English instructor at New York University, and freelanced for several

publications, including *The Amsterdam News*, *Rolling Stone*, *Esquire*, *Emergence*, and *The New York Times* before landing a role on the first year of *The Real World*.

MTV gave Kevin the exposure he needed to further pursue his dream-writing. Kevin landed a job at VIBE Magazine. As a senior writer at VIBE, Powell wrote cover stories and profiles including articles on General Clinton Powell, Snopce Doggy Dog, and Tupac Shakur, among other musical, social and political personalities. He also hosted and wrote for the award-winning MTV special *Straight From The Hood*, and hosted and produced HBO's *Vibe Five*. A published poet, Kevin has read his work across the world.

In his new book, *Keepin' It Real*, Kevin candidly explores the haunting past that shaped who he is, and who he is trying to become, including the effects of being raised in poverty by a single mother whom he felt abandoned him emotionally.

In *Keepin' It Real*, using a letter style to his cousin, Anthony, we learn more about Kevin and his life. In the *Love Letters* chapter, he explores his relationship tendencies, and in a letter to the reader, he views his problems, and the problems of youth culture within today's political and social framework.

For Powell, writing this particular book has a deeply personal purpose. "James Baldwin said he had to write *Go Tell It On The Mountain*, before he wrote anything else, he said. Like him, I felt a sense of purging. Turning 30 makes you feel reflective. The book is in the exploration series tradition like James Baldwin, Richard Wright, Langston Hughes, and Zora Neal Hurston."

Powell got into writing while an activist in college, listening to Jesse Jackson and Farrakhan.

"In '86, Michael Griffin was killed in Howard Beach," he said. "I wrote an article for the *Black American*, it was my first professional gig. If anyone had told me that I would be a music journalist, I wouldn't have believed them."

Powell found his way into music journalism because he needed the money. His first piece was for the *San Francisco Weekly*, where he wrote an article on rapper the Intelligent Hoodlum.

Powell wants brothers like himself to live his life. "It's so easy to go for quick answers. If you are looking for stuff to happen overnight, it's not going to happen," he said. The quick answers are what you quickly need or in jail. A lot of the brothers are in jail. Is that where you want to end up?

Puff Daddy presents a \$3 million check to the Christopher Trust Fund

NEW YORK—Puff Daddy, along with Clive Davis, President of Arista Records, recently presented a three million dollar check to the Christopher Wallace Trust Fund. The check was received by Voletta Wallace, mother of the late Notorious B.I.G. Bad Boy Records, Arista Records and BMG Distribution agreed to donate all profits from the sales of the tribute single

"I'll Be Missing You" to a trust for the benefit of Christopher Wallace's two children.

"I'll Be Missing You" features vocals by Combs with Faith Evans and 112; the single was written by Faith Evans and Todd Gailher and produced by Combs and Steve J. The song was inspired by the Police hit, "Every Breath You Take."

Spike Lee and Charles Oakley kick-off all star weekend

NEW YORK—Filmmaker Spike Lee and New York Knicks star Charles Oakley will host the All Star Kickoff Bash on Thursday, February 5, starting at 8 p.m. at Bridgewater in New York City. Presented by Behind the Bench, which consists of the National Basketball Wives Association and the National Basketball Women's Association, the event will benefit the

united Negro College Fund and Behind the Bench charities.

Dedicated as "The party to begin all parties," All-Star Kickoff Bash will feature celebrities from professional sports, film, television and the music and fashion industries, with recording artist Kenny Lattimore scheduled to perform.

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Local Briefs

PNC Bank grant enhances minority student program

CRANFORD—Union County College has received a \$5,000 contribution from PNC Bank to benefit the community college's Minorities in Engineering (MIE) Project that provides college and career exploration for minority secondary students in mathematics, science, and engineering. Minorities have been traditionally underrepresented in these areas. Completely funded by corporate contributions, the American Association of Higher Education has recognized the MIE Project as an exemplary program.

The College will apply the funds to support the operating costs of an expanded MIE Project, which now services some 400 minority high school and middle school students countywide. Minorities working in these fields act as industry "hosts" and serve as counselors and role models for the students.

Restoring faith in education is theme of Catholic Schools week

SCOTCH PLAINS—Union Catholic High School in Scotch Plains will be celebrating Catholic Schools week January 26-30, with a number of events, some open to the public. "The general theme of Catholic Schools: Restoring Faith in Education" emphasizes the Catholic foundation of our schools—a curriculum infused in values, high academic standards and discipline," according to principal Sister Percyle Hart. For more information on these activities, please call 908-889-9475.

Acting housing director plans "user friendly" operation

IRVINGTON—A real estate investor/developer and entrepreneur has been tapped to lead the nine-member Irvington Department of Housing services.

John Washington, as East Orange resident, assumed the job of acting director on January 14, filling an 11-month vacancy in the position. In making the appointment, Irvington Mayor Sara Boyd said, "John possesses a rich, extensive business background, which will greatly benefit the Township of Irvington. As someone who has been on the other side, who has been subjected to inspections for the buildings and businesses he owns, John will bring realistic ideas to the table in our new era of housing services."

The centerpiece of the department, Washington said, will be having a "user friendly" operation. "We want everyone," the average citizen, homeowner or businessman to understand they have a friend here," Washington said.

History of New Jersey women now in print

TRENTON—The New Jersey Historical Commission has published New Jersey Women: A History of Their Status, Roles, and Images, by Carmela Ascione Karmoutian, a professor of history at Jersey City State College. The book is the only one-volume narrative history of the role of women in the evolution of New Jersey society.

Four of the book's chapters focus on the efforts of New Jersey women to achieve better lives for themselves and their families and a greater voice in society, which they gained through employment, work in reform and social welfare, and political activism. A separate chapter on women's clothing discusses what clothing can tell us about attitudes towards women throughout the state's history.

In contrast to earlier times, most contemporary women have at least two jobs and many other responsibilities. They still run their households, but they also work for pay, and pursue a wide range of other activities from politics to social reform.

For order this book, call the NJ Historical Commission, 609-292-6662, fax 609-633-8168.

Planetarium Offers "Scouting Astronomy" Program

The New Jersey State Museum Planetarium will present "Scouting Astronomy" on six Saturdays in February and March. The programs are designed to aid scouts studying for astronomy merit badges. However, it is not necessary to be a scout to attend a program.

This ever-popular program attracted over 500 scouts to the Planetarium in 1997. This year's topics include finding your way around the night sky, bright stars of different seasons, and the latest information from space probes such as Galileo and Pathfinder. Special attendees will be paid this year to meteor shower, especially the Leonid shower in mid-November, which could prove to be spectacular.

"Scouting Astronomy" will be offered Tuesday 7, 14, 21, 28, and March 7 and 14 from 10 to 11:30 a.m. Groups need attend only one session. Admission is \$1.50 per person and advance reservations are necessary. For more information on the program, call 609-292-6303 weekdays between 8 a.m. and 4 p.m.

Union County CASA program

ELIZABETH—Every day children are placed outside their natural home by the Division of Youth and Family Services. They are sent to live in foster homes, group homes, shelters, residential schools and medical facilities. These children are in placement due to abuse, neglect, or death of a parent or legal guardian.

The Union County Court Appointed Special Advocate Program (CASA) conduct on-site, in-person and/or telephone interviews. They interview parents, children, teachers,

agency personnel, relatives and foster parents. Through these interviews the CASAs are able to monitor the compliance or non-compliance of a court order.

CASAs do not go into court. They work independently but with the Child Placement Review Board (CPRB). CASAs submit written reports based on their investigation to the CPRB and Family Court. The CPRB is a citizens review process mandated by law to review cases of those children.

Through CASAs hard work, the

CPRB make every attempt to make certain that these children do not remain in placement for longer than is necessary before permanency is restored to their lives. Permanency for a child could mean return to a parent once stabilization has occurred, adoption, long term foster care, placement with a relative, or individual stabilization.

Since a CASA is an arm of the Superior Court, Family Division, a record check is mandated as well as references checks and an in person

interview. There will be approximately 15 hours of training by staff, experienced CASAs and professionals from related fields. In-service training is given throughout the year in various associated areas.

There are no special requirements to become a CASA other than the ability to read and write. If you are looking for a worthwhile way to contribute your time and would like to make a difference in a child's life, please call Donna Madrigal at (908) 527-4917.

Business Student receives scholarship from SCORE 'One Family, Many Faces'

NEW BRUNSWICK—The Reverend Dr. Martin Luther King, Jr. had a dream that people of all races, nationalities and creeds can live together as brothers. This was the theme at the Governor Christine Todd Whitman Inaugural Multi-Cultural Celebration.

The Celebration, with the theme of "One Family, Many Faces" was a Salute to Dr. King on the eve of Whitman's inauguration. The celebration

included an invocation from clerics of three different faiths and a benediction from the heads of six churches around the state.

Along with the keynote address delivered by Dr. Clement Price and a featured performance by Isaac Hayes, six different ethnic groups made presentations. Master of Ceremonies at this event was Orange native, comedian Willie Asbury.

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Yvonne Marie Prophet, in photo at center, receives her SCORE scholarship and Nathan Hart Award from Charles Schwerin, at right, and ECC professor Ladylease White.

NEWARK—Orange resident Yvonne Marie Prophet, a 1997 graduate of Essex County College (ECC), is the latest ECC student to benefit financially from the college's relationship with a national organization.

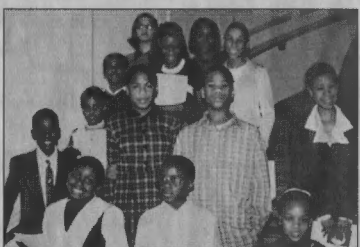
Prophet recently was presented with a \$1,000 scholarship from Charles Schwerin, a volunteer with the local chapter of SCORE, the Service Corps of Retired Executives. She also received a plaque designating her the winner of SCORE's 1997 Nathan Hart Scholarship Award for Excellence in Business.

"This check will definitely be put to good use," said Prophet, who graduated this past June with honors and an associate degree in accounting. Prophet is now a junior at Rutgers University-Newark campus and plans to earn her B.S. in ECC's accounting department. "These awards are extremely gratifying because they help out students financially and give them recognition," said Professor Ladylease White of ECC's Division of Business.

"I enjoy meeting and helping out the students," said Schwerin, a West Orange resident and retired accountant who first became acquainted with ECC when he took some computer classes at the college's West Essex campus in West Caldwell.

Schwerin said he was impressed with ECC and contacted the college last year to introduce the SCORE program. "He told me SCORE had scholarship money and wanted to know if we were interested in participating, which, of course, we were," recalled Michal Mubari, coordinator of student scholarships at ECC. To be considered for the SCORE award, a student must have a minimum 3.5 GPA and be a business or accounting major.

Students are winners in MLK contest



PLAINFIELD—The local branch of the NAACP sponsors an annual contest to encourage public school students, to reflect on the life and legacy of Reverend Dr. Martin Luther King, Jr. Each year students have received recognition by the Plainfield Branch for their contributions.

The 1998 Martin Luther King, Jr. Coloring and Essay contest selects one child for each grade to be a winner in the contest. The winners in this year's contest are, from left, bottom row: third grade, Kevin Lacks of Emerson School; second grade, Janai Wade of Cedarbrook School; first grade, Jequan Sterling of Stillman School; Kindergarten, Shaynyyah Jones of Cedarbrook School. Second Row: fourth grade, Jessica Ross of Barlow School; fifth grade, Tiffani Goy of Evergreen School; sixth grade, Gregory T. Peterson of Macon Middle School; seventh grade, Aileya Clark of Macon Middle School. Third Row: eighth grade, Camille Alston of Hubbard Middle School; ninth grade, Shanapha Hicks of Plainfield High School; tenth grade, Nayo Pile of Plainfield High. Top Row: eleventh grade, India Wade of Plainfield High, and twelfth grade, Tania Goo of Plainfield High.

Learning center brings computer skills to seniors

PRINCETON—Presbyterian Homes & Services, Inc. is pleased to announce that two affordable housing communities have established Neighborhood Network Learning Centers to teach computer skills to older adult residents at Wachting Tower at Middlesex and Plainfield Town Communities.

Neighborhood Network Computer Learning Center, a program of the U.S. Department of Housing and Urban Development, connects affordable housing residents with local computer tutors who teach computer skills on donated computer equipment. The equipment, two 386 computers and two dot matrix printers for each Learning Center, is donated by Presbyterian Homes & Services, Inc. (PHS) in support of the program in PHS affordable communities.

Plainfield Town West residents eagerly expressed their interest in learning how to use the computers. Housing Manager Sandra Pettiford says that a grant from the Plainfield Foundation will assist in training a tutor who can train four residents who can then train other residents. Eighteen-year-old Andromache Hay, of Venture and Venture Program which



JERSEY CITY—Attorney Raymond M. Brown, at right, an anchor and special commentator for the Courtroom Television Network and host of New Jersey Network's Emmy Award-winning "Due Process," recently read excerpts from the manuscript of a book he plans to publish, The Sixties, Revolution and Race: A Personal Memoir of Black Student Activism at Columbia in 1968 and what it means today, at Jersey City State College. Mr. Brown discussed his book, which documents his participation in the campus rebellion and takeover of Hamilton Hall at Columbia University in 1968, with from left, Antonette Schenk of NJCSC, a JSCS Freshman majoring in journalism who is secretary of the College's Black Freedom Society; Lisa Ward of East Orange, director of JSCC's Lee Heaf African Studies Center which sponsored the program; and Dr. Charles Smith of Brooklyn, a JSCS assistant professor of English who knew the guest speaker as a fellow student at Columbia University.

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